

Message Text

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SUBJECT: USDOC SPONSORED PAVILION AT SIMA AGRICULTURAL
EQUIPMENT SHOW, MARCH 4-11, 1979.

REF: FIELD/BLODGETT TELECON JULY 28

1. IN RESPONSE TO REFERENCED USDOC REQUEST, COMAFF
AND USTC PARIS HAVE EXAMINED THE FEASIBILITY AND
DESIRABILITY OF A USDOC - SPONSORED PAVILION AT THE
SALON INTERNATIONAL DE LA MACHINE AGRICOLE (SIMA)
AGRICULTURAL EQUIPMENT SHOW MARCH 5-12, 1979. OUR
COMMENTS AND RECOMMENDATIONS ARE GIVEN BELOW. IN A
SEPARATE TELEGRAM NOW IN PREPARATION WE WILL RESPOND TO
A SIMILAR REQUEST RE PARTICIPATION IN GAS TECH
MONACO NOVEMBER 1978.

2. AS FAR AS WE KNOW SIMA IS THE LARGEST FARM EQUIPMENT
SHOW IN THE WORLD, AT LEAST OUTSIDE THE U.S. IT IS
AN ANNUAL SHOW, MOUNTED IN CONJUNCTION WITH THE SALON
INTERNATIONAL DE L'AGRICULTURE (SIA) ON ANIMAL HUSBANDRY,
PET RAISING, AND FOOD PRODUCTS, WHICH ENHANCES BOTH
FRENCH AND FOREIGN ATTENDANCE. AT THE LAST SIMA SHOW
(MARCH 7-14, 1977) THERE WERE 1,761 (OF WHICH 115 US)
EXHIBITORS, AND AN ATTENDANCE OF 944,000 (INCLUDING
GENERAL PUBLIC), OF WHICH 11,951 FROM COUNTRIES OTHER
THAN FRANCE OR THE U.S. THESE FIGURES REPRESENTED AN AVERAGE
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INCREASE OF 40 PERCENT OVER 1976.

3. A PROBLEM IS THAT SIMA (AS OPPOSED TO SIA) HAS NOT
TRADITIONALLY PERMITTED NATIONAL PAVILIONS. THIS IS
PARTLY DUE, WE BELIEVE, TO THE FACT THAT THE SHOW IS SO
LARGE THAT IT HAS HAD TO BE DIVIDED INTO SECTION BY
PRODUCT CATEGORY. THUS A NATIONAL PAVILION INVOLVING

MORE THAN ONE CATEGORY COULD CAUSE CATALOGUING AND OTHER PROBLEMS. THE SHOW ORGANIZERS TELL US, HOWEVER, THAT IF WE CONFINE OUR THEME TO JUST ONE OF THEIR PRODUCT CATEGORIES, THEY ARE "PREPARED TO CONSIDER" A NATIONAL PAVILION. THE CATEGORIES FOR THE 1978 SHOW - AND THIS WILL PROBABLY HOLD TRUE IN 1979- ARE AS FOLLOWS:

A. HEAVY AGRICULTURAL EQUIPMENT (TRACTORS, FERTILIZING EQUIPMENT, HARVESTERS, ETC.)

B. ANIMAL BREEDING EQUIPMENT AND FIXED INSTALLATION (SILOS, SORTERS, DRYERS, MATERIAL HANDLING EQUIPMENT, MILKING MACHINES ETC.)

C. GARDEN TRACTORS AND OTHER HOUSEHOLD GARDENING MECHANIZED DEVICES (LAWN MOWERS, MOCRO TRACTORS, ETC.)

D. OTHER EQUIPMENT (IRRIGATION, MAINTENANCE, SOIL MAINTENANCE, TRENCH DIGGERS, ETC.)

4. IN THE ABSENCE OF NEW AND COMPETENT MARKET RESEARCH, TAKING INTO ACCOUNT BOTH THE US STATE OF ART AND SALES PROSPECTS IN ALL OF THE EUROPEAN AND MEDITERRANEAN MARKETS WHOSE BUYERS VISIT SIMA, WE CANNOT JUDGE FROM PARIS WHICH OF THESE CATEGORIES WILL UNCLASSIFIED

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OFFER THE GREATEST INCREMENTAL SALES PROSPECTS IN 1979 AND BEYOND. THE USDOC TARGET INDUSTRIES PLANNING REPORT NO. 12 ON AGRIBUSINESS PROVIDES ONLY SUPERFICIAL GUIDANCE.

5. ANOTHER PROBLEM IS THE INSISTANCE OF THE SHOW ORGANIZERS THAT NO (RPT NO) MANUFACTURER CAN EXHIBIT IN A NATIONAL PAVILION, EITHER DIRECT OR THROUGH A REPRESENTATIVE, IF HE IS EXHIBITING ELSEWHERE IN SIMA, EVEN IF IN A DIFFERENT SECTION.

6. THE DEADLINE FOR RESERVING SPACE IN THE 1979 SHOW IS JULY 31, 1978. RENTAL CHARGES ARE NOT YET FIXED BUT WILL PRESUMABLY BE IN EXCESS OF THE 1978 FEES, I.E. 130 FRANCS PER SQUARE METER INDOORS AND 65 OUTSIDE.

7. GIVEN THE PRESTIGE, WIDE EXPOSURE, AND MULTINATIONAL COVERAGE OF SIMA, WE RECOMMEND THAT IT BE INCLUDED IN THE FY 79 PROGRAM OF THE PARIS IMC. WE FURTHER RECOMMEND THAT A DECISION AS TO THE PRODUCTS THEME BE DEFERRED UNTIL MULTICOUNTRY MARKET RESEARCH AND EXPORT UNIVERSE CANVASSING CAN BE ACCOMPLISHED.

GIVEN THE SIMA DEADLINE, THIS SHOULD BE COMPLETED BY
JUNE 1978.

8. THE AGRICULTURAL ATTACHE IN PARIS HAS OFFERED,
SUBJECT TO FAS CONCURRENCE, TO GIVE US SPACE FOR A
BIO IN THE DOA PAVILION IN THE 1978 SIA SHOW (MARCH 5-
12, 1978) ON A COST SHARING BASIS. WE ANTICIPATE THAT
THE TOTAL COST TO USDOC FOR SUCH A PRESENCE WOULD BE
UNDER \$1,000. WE STRONGLY RECOMMEND THAT THESE FUNDS
BE AUTHORIZED WHETHER OR NOT WE DECIDE ON A USDOC
PAVILION IN 1979. ALTHOUGH SIA IS AN ANIMAL HUSBANDRY
SHOW, VIRTUALLY ALL BUYERS WHO VISIT SIMA WILL
ALSO VISIT SIA, WHICH IS ADJACENT, AND FAS EXPERIENCE
HAS SHOWN THAT A HEAVY VOLUME OF BUSINESS VISITORS
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SEEK INFORMATION FROM THE US PAVILION AT SIA ON
AMERICAN SUPPLIERS OF MACHINERY. EVEN IF A DECISION
WERE MADE IMMEDIATELY ON THE AGRICULTURAL MACHINERY
THEME FOR 1979 IT WOULD BE TOO LATE TO GET
SPACE FOR A BIO IN THE CORRESPONDING SECTION OF SIMA
1978.
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